

The Checklist



A Publication of The PA Drone Association

PaDrone.org // 570-550-0774 p

Enjoy all our editions of The Checklist: Visit our archive page at: elevatePA.net/the-checklist

March 8, 2023 edition / v1.n2

The Checklist

How to Make Your Drone Business a Success: Three Guiding Principles

You have done it! You are now a drone pilot and ready to start shopping your newfound skills to the marketplace and make your fortune. Well done!

Yet, despite that 91% result on your FAA Part 107 exam, there were no questions about your cash flow, value proposition, or balance sheet. At the same time you were being tested to avoid machoism as a pilot, there were no suggestions that you avoid the same mindset while building your client base.

So how do you move forward now and build your business (or department) in a manner that breeds success? Here are three guiding principles that may prove useful.

1. **Hope is NOT a business Model.** We can see it. We know this is going to work out. Drones are the future, and we are going to be a part of it. Yet that generalized thinking is based more on your optimistic point of view and not on the value that you might bring to the market. Be optimistic, yes. But understand what your superpower is in the drone space and let others know it too.
2. **Get Paid what you are worth.** With many small businesses, the pricing strategy is often to try to find a fee that is enough for us to make money but without the client saying, "No." This is a race to the bottom, that we see in abundance from drone pilots and that threatens the viability of the profession. Pricing is important, but work product is what will keep clients coming back. Do not undersell your talents.
3. **Know When to Say No.** This is a difficult one, since we are usually trying to take on as much work as we can. However, if your client is asking you to conduct a mission, and your answer is, "We can do that," beware! What you want to be able to say is, "We have done that!" Overreaching has resulted in too many good pilots losing their drones and, more importantly, losing their clients. Saying no may actually garner you more respect from your clients.

There are plenty of good business books out there. [The Ultimate Sales Machine](#) by Chet Holmes changed my business.



PA Drone Assoc's Tiered Services

The PA Drone Association is emerging as the commonwealth's go-to advocacy group for the drone industry. Across the 28 industries that are right now deploying drone technologies in Pennsylvania, our association is bridging many of the divergent stakeholders investing their expertise and resources to find success here in the Keystone State.

With the drone industry advancing at a rapid (and accelerating) pace, the PA Drone Association has undertaken a self-assessment process to improve, not just our service offerings, but how we can better deliver those services. We are not naive to the growing number of agencies, businesses, and individuals who are competing for attention in this promising new drone economy. So our efforts are now focused on developing a specialized list of tiered services that we believe can better service our constituents.

Though still a work in progress, these tiered services are beginning to take shape and include:

1. **National/International Consultation.** This level of services is a top-tier role that the PA Drone Association is playing in attracting, advocating for, and retaining corporations to conduct their operations in our state.
2. **Public/Legislative Policy Formation.** Here our association will guide the debate on the role of drones in our communities and how to fund it.
3. **Drone Industry Networking.** Though more social than the rest, creating a forum for our industry leaders to meet and communicate is integral to our success.
4. **Workforce Development.** As stewards of the flourishing drone industry, the PA Drone Association is forming partnerships with industrial, educational, and institutional partners to foster awareness, training, and placement of drone workers...now and into the future.
5. **Recreational User Advocate.** What's the best type of drone to buy? There are drones flying in my neighborhood. How do I start a drone business? These types of questions from new remote pilots and residents will be supported online and directly.

